# **AGENDA**

# MONROE COUNTY TOURIST DEVELOPMENT COUNCIL **WEDNESDAY, OCTOBER 4, 2006 GRAND KEY RESORT KEY WEST**

10:00 A.M.

- Α. Call to Order
- B. Roll Call
- C. **Mission Statement**
- D. Additions to and Approval of the Agenda 1.
  - 2. Election of 2006-2007 Officers

#### E. **Approval of the Minutes**

August 22, 2006

Regular Meeting Minutes

## **BULK APPROVALS (Recommended Bulk Items are BOLD)**

- F. **Budget** 
  - Three Penny Revenue Report 1.
- G. **Public Relations** 
  - Status Report <u>1.</u>
  - <u>2.</u> Ameurop Report
  - 3. Presentation
  - Consideration and Action re: TrustedTours.com 4.
- Н. **Film Commission** 
  - Status Report 1.
- **Advertising** Ι.
  - Review of monthly accounting breakdown & FY 2006 Generic Destination & <u>1.</u> Umbrella campaign recap
  - Response Report FYI
  - Advertising Recap FYI 3.
- Sales and Marketing: J.
  - Status Report <u>1.</u>
- K. Research
  - <u>1.</u> Status Report
  - <u>2.</u> 3. Review of VIS Call Reports
  - Monitoring Economic Status Update
  - Consideration and Action re: Visitor Profile Quarterly Report
  - TDC Research Presentations at Upcoming Conferences
  - <u>6.</u> Florida Keys & Key West Logo Test
  - Condo Conversion Quarterly Report
  - <u>7.</u> 8. Consideration and Action re: NOAA Replica Study Request

#### L. Administrative

- 1. Status Report
- <u>2.</u> Director's Report
- 3. Operations Manual Update FYI
- <u>4.</u> Consideration and Action re: Personnel Compensation

#### M. Website

1. Website Status Report

#### N. TDC Related Items:

1. Report on TDC Marketing Plan Goals

#### O. District Requests

- 1. District II:
  - <u>a).</u> Consideration and Action re: Cindi Dolberry/Lodging Representative
- 2. District III:
  - <u>a).</u> Consideration and Action re: Rita Irwin/Tourist Related Representative
  - **b).** Consideration and Action re: Frank Catchpole/Lodging Representative
  - **c).** Consideration and Action re: Florida Keys Land & Sea Trust/Bahamian Festival \$8,000, DAC III, FY 2007 Event Resources (9/6/06)
  - <u>d).</u> Consideration and Action re: Middle Keys Events Council/Marathon SBI Offshore Grand Prix \$35,733, DAC III, FY 2007 Event Resources (9/6/06)
  - e). Consideration and Action re: Marathon Chamber of Commerce/Original Marathon Seafood Festival \$25,000, DAC III, FY 2007 Event Resources (9/6/06)
  - <u>f).</u> Consideration and Action re: Middle Keys Events Council/Pro Wakeboard Tour National Championships \$65,000, DAC III, FY 2007 Event Resources (9/30/06)

#### P. Cultural Umbrella

1. Minutes of Cultural Umbrella Meeting – FYI

### Q. Fishing Umbrella

1. Minutes of Fishing Umbrella Meeting – FYI

#### R. Dive Umbrella

1. Minutes of Dive Umbrella Meeting – FYI

# S. Public/Industry Input

**T** General Discussion

# Adjourn the meeting of the Monroe County Tourist Development Council Convene meeting as Visit Florida Keys

### U. Visit Florida Keys

1. Consideration and Action re: Visit Florida Keys portion of the August 22, 2006 meeting minutes

# Adjourn the meeting of Visit Florida Keys

V. Adjournment